



JOB DESCRIPTION

State Form 52468 (12-05)

This document is used to provide a basic description of essential duties and other work elements.

Agency: White River State Park		BU: 00310
Division: Development Commission		Section/District: Marion County
Job Title: Family Programming & Marketing & Outreach Internship		(4 positions available)
Working Title (if different from above): n/a		
Reports To: Alexander (Alex) Umlauf		
FLSA Status: <input type="checkbox"/> Non-Exempt (OT Eligible) <input type="checkbox"/> Exempt		Effective Date: May 2012
Job Opening ID#: 577620		

Purpose of Position/Summary:

Assist the Park's staff with the marketing and selling of White River State Park Passes to area businesses, community organizations, and other TBD partners throughout Marion and the surrounding Central Indiana counties.

Essential Duties/Responsibilities:

- Work closely with Park's staff and other key stakeholders to develop and perform visitor enhancement initiatives that achieve stated objectives. Represent White River State Park through internal and external marketing and public relation channels (especially holiday/seasonal festivals, fairs, concerts, sporting events, community gatherings, etc.). Provide knowledgeable leadership skills to drive overall Park awareness and increase multiple public visitation opportunities to the general public.
- Research and assist with creating media pitches and press releases, establishing strong relationships with media and clients, following industry trends and developments, attending press tours and trade shows (exceeding visitor expectations by generating quality and consistent awareness and follow-up lead programs).
- Coordinate meetings and research for current and future Park Programming "events" and collaborations with the Park's staff and initiatives. Facilitate strategy sessions, brainstorming events, and coordination between internal staff and external partners and vendors.
- Awareness and implementation of social networking and other TBD technological advancements to raise awareness of the Park and many events and opportunities.
- Accurate research, database maintenance, mailings, and document production. Requires the ability to organize and negotiate project schedules. Excel as a member of a team on joint efforts, able to multi-task, and work on several projects at once.
- Moderate to heavy travel outside of the "office" setting is necessary (and required). Please note, more time is typically spent outside the "office" interacting with the public than inside making copies and filing paperwork. Other duties are assigned as necessary

Job Requirements:

- To be considered for this position, you must currently be enrolled in an accredited college or university **AND** have completed at least two and one half (2.5) years of college-level education credits (Example: If 120 credits are required for an undergraduate degree, then candidates must have completed at least 75 credits for consideration. No minimum credit requirement for graduate degree candidates).
- To be considered for this position, candidates **must submit a writing sample**. Priority is given to students who include a writing sample with their application.
- Additional qualifications include a pursuit of a Bachelors degree (or other advanced degree) in

Communications, Journalism, English, Marketing, Business, Finance, Economics, Public Policy, Event Management, Informatics, Tourism Event Management, park and Recreation Management, Sport Marketing/Management/Communication, and/or Computer Technologies.

- Also, students must have excellent written communication and computer skills (Microsoft Word/Excel/Power Point/Access, Marketing Design, and Internet Applications). A sense of urgency and the ability to achieve accuracy with sound judgment are desired.
- Students must reveal a minimum of one (1) year of marketing experience (college courses are suitable exceptions), and a minimum of two (2) years of teamwork responsibilities, and a minimum of two (2) years experience with general public interactions in a business environment (college courses are suitable for partial requirement at the discretion of the agency).
- Students should have some experience supporting a direct sales channel (preferred), some experience working with outside marketing and media agencies (desired), detail-oriented with agency specific knowledge/skills/abilities (required), demonstrable knowledge of the marketing planning process and marketing management – especially for cultural and entertainment business sectors (preferred), demonstrable people and budget management skills (required), demonstrable creativity – including internal and external marketing materials creation (desired), demonstrable project management skills to develop and execute multiple projects simultaneously to meet overlapping deadlines (required), demonstrable ability to thrive in a challenging and fun environment with many unknowns and changing objectives (required), demonstrable above average organizational/problem-solving/decision-making skills (required), demonstrable strong verbal communication and presentation skills essential (required), demonstrable ability to proactively identify issues/develop solutions/implement resolution (preferred), demonstrable creative and strategic thinking (required), must have the passion of a self-starter and quick learner (required), demonstrable ability to work independently as much as necessary (Required), and other knowledge of the Indianapolis and tourism sector.

Physical Effort:

Position does not require any effort greater than normal office duties.

Working Conditions:

Involves normal office working environment and include minimal travel to surrounding counties.